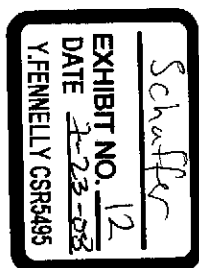




Introduction to Content SQUAD

Google Sales Conference 2007





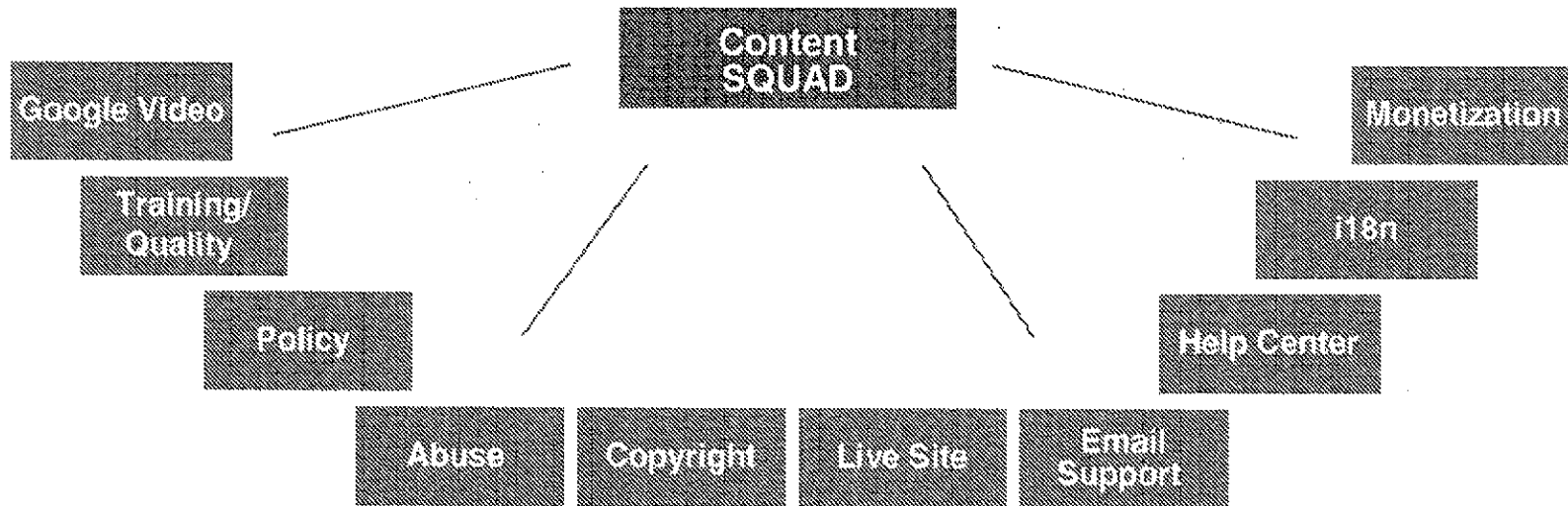
Key Points

- Content SQUAD Overview
 - Team Tree
 - Vital Stats
- Copyright – In Depth
- Live Site
 - Policies
 - Enforcement
 - Product Features
 - Education and Innovation

Overview



Team Tree





Vital Stats

800 – # of Help Center emails received a day

1,500 – # of videos taken down a day for general TOU violations

18 – hours a week, email TAT

13,000 – # of Flagged Videos reviewed a day

14,000 – emails received a week (this # includes spam, Copyright, Help Center, and Policy emails)

5,000 – # of proactive reviews (such as Browse) a day

230 – # of Policy emails received a day

3 1/2 – minutes, how fast we get to a Flagged Video

900 – # of DMCA's received a day

50 – minutes, how fast we take down Copyright videos

3,700 – # of videos removed for alleged Copyright violations a day

Copyright – In Depth



Process

DMCA

YouTube respects the rights of copyright holders and publishers. We comply with the Digital Millennium Copyright Act (DMCA) and promptly remove content when properly notified.

How to file a DMCA

<http://www.google.com/support/youtube/bin/answer.py?answer=58127&query=dmca&topic=&type=>

Copyright Verification Program

Partners can become "copyright cops" which allows them to mass flag videos
http://youtube.com/c/copyright_program

You can reach the Copyright team by emailing youtube-copyright-team@google.com

Live Site



Policies

Generally prohibited content includes...

- Sexually Explicit or Pornographic materials
- Instructional or immitatable bomb making and drug abuse
- Graphic content intended to shock or disgust
- Violence which is graphic, gratuitous or humiliating
- Hate Speech
- Stalking, harassment, posting of other's personally identifying information

Some prohibitions specific to children are...

- Any content deemed to be exploitive of a child
- Content endangering the safety or privacy of a child
- Drug use of any kind, dangerous use of fire or explosives by a minor
- Videos of interest to child predators
- Inappropriate provocative behavior by children
- Fights involving minors or taking place at a school or playground
- Predatory behavior, including the aggregation or posting of content containing children for the purpose of obtaining or eliciting sexual gratification



Policies (continued)

Age Restricted Content

- Content marked "Restricted" can only be viewed by users 18 and over
- Viewers must be logged in to view this content
- An interstitial warning screen is displayed and users must click to confirm that they wish to view potentially objectionable materials before being able to view restricted content
- Restricted videos do not appear in video browse pages
- Only content that is not prohibited by other content policies can be restricted, videos involving children are never restricted

Minors on YouTube

- YouTube Terms of Use prohibits users under the age of 13 and requires the permission of a parent or legal guardian for users under 18
- Users entering an age less than 13 are informed that they are ineligible to join YouTube and a permanent blocking cookie is set
- Once an account is created, the age cannot be changed
- User's age is displayed next to a video when being reviewed by administrators

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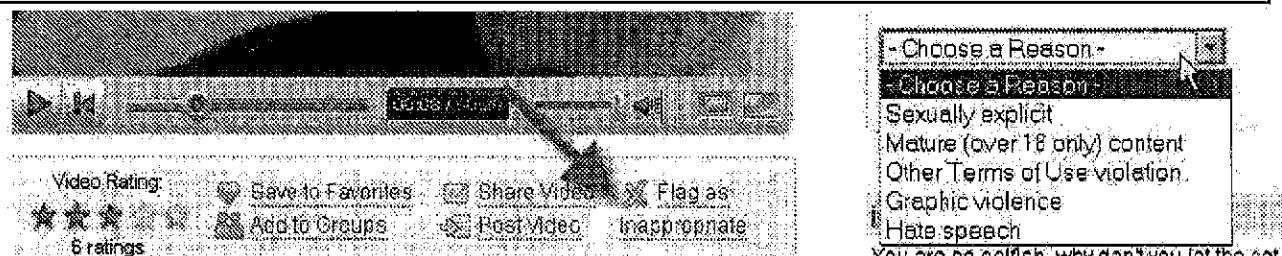
YouTube Confidential



Enforcement

Community Flagging

- Users police YouTube by flagging inappropriate content for review



- All flagged videos are reviewed by the YouTube Content SQUAD, 24 hours a day, 365 days a year
- Flagged videos are routed into queues, team members are able to collaborate and escalate difficult decisions to higher tiers
- 75% of all flagged videos are reviewed within three minutes, most are reviewed within 30 seconds
- Child pornography is typically flagged and removed within minutes of being uploaded
- Pornography is typically flagged and removed within the first 100 views

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You and Copyright



Enforcement (continued)

Help Center

- ◆ Incident of harassment, safety issues and other policy violations that cannot be conveyed through video flagging are reported by users via our Help Center

A screenshot of the YouTube Help Center reporting form. The form is titled 'Subject: *' and has a dropdown menu with 'User harassment' selected. Below this are two text input fields: 'Video in Question:' and 'User in Question: *'. At the bottom is a larger text area labeled 'Message (please provide as much detail as possible): *'. A mouse cursor is pointing at the 'User harassment' dropdown menu.

Safety Incident Reporting

- ◆ Policy violations involving children are reported to a designated team member who is able to further investigate the user(s) and content involved
- ◆ Child Pornography incidents are escalated and reported to the NCMEC CyberTipline
- ◆ YouTube works closely with local and federal law enforcement to proactively respond to threats, secure support for suicidal users, victims of crime and others in need of assistance



Product Features

Abuse Prevention

- Digital hashing detects duplicate file uploads and globally blocks rejected content
- Policy violators received "strikes," repeat violators are automatically terminated and their email address is permanently banned
- Child safety, exploitation and harassment policy offenses result in immediate termination and banning

Privacy Features

- Videos may be uploaded as "Private" to be shared with family and friends
- YouTube Content SQUAD regularly reviews private videos for policy violations
- Users may opt to not to display information such as name, age or location on their profile
- Users can block specific users from interacting with them or choose to only allow their "friends" to communicate with them
- Users can choose to allow, pre-screen or disable commenting for each of their videos



Education and Innovation

Education

- Safety Tips
- Community Guidelines (aka "Code of Conduct")



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Innovation

- Continued development of safety pro-active and reactive safety features

Q & A

Speaker Notes Slide: 4

Content Squad is YouTube's ConOps team

Policy – Content Policies, Legal Compliance, Law Enforcement relations, etc.

Abuse – Harassment, privacy, (child) safety, through email and Live Site escalations

Copyright (reactive)

Live Site (flagged content)

Speaker Notes Slide: 5

Stats that may pertain to Sales highlighted in red